



Endicott College 2020 RecycleMania Case Study

1. Contact info (name, department, school, email, phone)

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2. Focus of Case study

Visual Engagement to Create Behavior Change: How a wall mural in the dining hall helped to educate and improve food waste diversion across Endicott College's campus.

3. Detailed description of campaign component:

Endicott College has a robust system for managing food waste on campus that follows the U.S. EPA's Food Recovery Hierarchy. The College emphasizes the importance of source reduction through initiatives and events such as going trayless and hosting "Show the Waste" visual campaigns in the dining hall. Food waste on campus is donated to a local shelter or sent for anaerobic digestion. During normal operations, about 50 lbs of excess food per day is delivered to a local homeless shelter by volunteers coordinated through Endicott's Community Service Department. Pre- and post-consumer food waste from the dining hall is source separated and collected for anaerobic digestion by an outside food waste service provider. During RecycleMania, a student fellow in the Office of Sustainability majoring in Interior Design created a wall mural in the dining hall to teach the community about "What Happens to our Food Waste?" The goal of the mural is to raise awareness about the anaerobic digestion process, since the majority of students, staff, and faculty are unaware of what happens to their food waste. The visualization depicts the cyclical process step by step, highlighting the amount of food waste generated on campus and the products of anaerobic digestion (i.e. powering homes in New England and supplying fertilizer for agriculture). This educational campaign served as a catalyst for expanding food waste diversion strategies across campus and creating behavior change of students, staff, and faculty.

4. Planning steps & timeline to implement:

- Preliminary meetings with outside food waste service provider and dining services provider staff to understand the anaerobic digestion process, with additional meetings to organize the information and brainstorm ways to share it with the community.
- Working with dining staff to choose the best location for the display in the dining hall.
- Designing the wall mural and its individual components based on the information provided by the food waste service provider and research conducted for Sustainability Fellow.
- Collecting data from the food waste service provider and Endicott's Community Service Department for the RecycleMania competition.
- Printing the components of the display during Winter Break prior to the start of RecycleMania.
- Putting up and exhibiting the wall mural in the dining hall.
- Hosting a "Show the Waste" event during lunchtime to raise awareness about food waste on campus and showcase the new display.
- Using the educational campaign to expand food waste programs on campus, including expanding collection to new areas, introducing a pilot program for front-of-house compost collection, and developing zero waste event guidelines.

5. Resources and stakeholders involved

Endicott's multi-layer food waste diversion program is made possible by collaborations across departments and with external partners. The College's dining services provider, Sodexo, is responsible for source-separating food organics and keeping the waste stream as clean as possible. Their staff also assemble food donations for easy pickup and transport to the local homeless shelter by campus volunteers. Additionally, Sodexo is continuously involved in rolling out new programs for food waste diversion and achieving zero waste. For example, they are in the process of piloting LeanPath technology for reducing food waste during back-of-house food preparation, as well as working with the Office of Sustainability on developing Zero Waste Event Guidelines for catering. For the wall mural campaign specifically, Sodexo provided the wall space and was involved in preliminary planning meetings with Endicott's food waste service provider.

The extent of food waste diversion on campus is made possible through Endicott's partnership with AgriCycle, the food waste service provider. Not only do they collect and process food organics for energy and fertilizer production, they also provide data on a regular basis and help with educational and promotional efforts. AgriCycle staff visited campus on multiple occasions to meet with the Office of Sustainability and Sodexo prior to the launch of the wall mural campaign.

Interdepartmental collaborations are also crucial to the success of Endicott's food waste diversion programs. As food waste collection has expanded across campus, it has required getting new departments on board with diverting their food waste. For example, food waste collection was recently introduced to a conference center and wedding venue owned by the College and located on campus, but operated by a third party. The Office of Sustainability, including its student fellows, are constantly looking for new areas of collaboration and expansion. The wall mural campaign is one instance of using multidisciplinary campus talent and resources to broaden the community's understanding of zero waste and actions they can take to improve.

6. Describe the Results of this campaign component

Endicott's RecycleMania campaign focused on food waste diversion led to the expansion of food waste programs on campus. This spring, front-of-house compost collection was initiated at the new on-campus pub, and a compost pilot program was introduced in the Admission's Department. In the main Admissions space, compostable coffee pods replaced the typical K-cups, a new 3-stream waste bin was added, and waste signage was customized for the specific materials in that space. In addition to expanding food waste collection to new areas of campus, the Office of Sustainability is working with Sodexo to streamline the catering process and develop guidelines for zero waste events.

Impact Figures:

- During normal operations, 350 lbs of food per week is donated to the local homeless shelter.
- From June 2019 to April 2020, 112.39 tons of food waste were collected campus wide for anaerobic digestion. This is the greenhouse gas (GHG) equivalent of supplying electricity for 10.8 homes or taking 13 passenger cars off the road per year.
- Endicott College has one main dining hall, which on a typical day serves around 3,200 meals. During the six weeks of RecycleMania this year, it can be estimated that the wall mural was viewed over 134,000 times. The "Show the Waste" kickoff event was also planned for the busiest time at lunch.

7. What would you do differently in the future?

The purpose of this campaign was to engage the Endicott community around the question, "What Happens to our Food Waste?" and bring clarity to a complex issue that is very visible. This is undoubtedly an important step in raising awareness about waste related issues and showing how waste can be diverted from landfills and incinerators and instead be used productively. In the future, the Office of Sustainability will aim to give more attention to reducing food waste generation before it turns into post-consumer waste. LeanPath, the new technology being piloted by Sodexo, is a valuable first step in addressing food waste generation. It will also be necessary to work closely with purchasing staff from the College and Sodexo to ensure that upstream waste and energy are minimized.

One of the more difficult parts of addressing food waste related issues is trying to change operations that are already in place. As new buildings and eateries emerge on campus, food waste diversion programs will be incorporated from the beginning. The Office of Sustainability and Sodexo will also continue to work towards achieving zero waste at campus events. The goal is to make composting the common behavior as the campus community becomes more familiar with food waste reduction and diversion and has a deeper understanding of the issue at hand and how they can play a role as an individual.

8. What advice would you give to another college that wanted to do a similar effort?

Endicott's participation in RecycleMania, and the creation of the food waste wall mural specifically, were made possible through collaborations across campus and with external partners. Before launching a similar effort, interested colleges should engage with stakeholders early and take the time to learn the process and steps involved with their food waste programs. They should also harness the talents of the student body and engage across disciplines. The wall mural was created by a fellow in the Office of Sustainability and it was impactful because she was able to combine her knowledge of sustainability with her artistic and creative abilities. Taking a cross-disciplinary approach to a multilayered occupant engagement campaign provides the greatest opportunity to reach a large and

diverse group of stakeholders. Pairing initiatives that can be sustained over a period of time helps create lasting behavior change that can have the largest impact on campus.

9. Photos and Graphics

Please see the bottom of this [webpage](#) for a video on “Daily Food Delivery to RiverHouse Homeless Shelter.”

“What Happens to our Food Waste?” Wall Mural in Dining Hall:



“Show the Waste” Event:



Collecting Post-Consumer Food Waste:



Endicott's Universal Waste Signage:

Trash	Recycle	Compost
<p>Chip bags & plastic wrappers</p> <p>Plastic bags</p> <p>White paper towels</p> <p>Plastic straws & utensils</p>  <p>SUSTAINABLE ENDICOTT</p>	<p>All paper & cardboard</p> <p>Plastic containers</p> <p>Bottles & cans</p>  <p>SUSTAINABLE ENDICOTT</p>	<p>Food waste</p> <p>Brown napkins & paper towels</p> <p>Compostable containers</p>  <p>SUSTAINABLE ENDICOTT</p>